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Multimodal Reflection

While creating an Efolio, I found myself having to balance a professional, yet friendly disposition. I had to create a site that reflected who I am, what I know, and my goals. Efolios are similar to portfolios, but also very different, because they allow for change and development instantly in a way that portfolios do not.

I worked a lot with the visual aspect of my pages so they’d be informative and appealing to the eye. I had to work with the font, graphics, colors, and alignment of text. I also wanted my e-folio to be consistent, engaging, navigable, and interactive. I wanted to maintain a balance of that showed both my professional and creative side.

While manipulating the content, I worked with the bold, italicize, and underline features, font type, font size, and location of font. I wanted certain things to catch the reader’s eye (purpose and audience) while displaying my own agenda (tone). I also added pictures, which I thought represented my attitude toward the subject and the subject or topic itself.

I want my audience to want to read my page. I also worked with the page layout and color schemes. I first had a green/brown background but then thought this was too much and it did not go with my picture. Then, I changed it to a light blue background with a crisp white background. I thought this best reflected my personality and my professional side.

[According to Jewitt,](http://rre.sagepub.com/content/32/1/241.full) modal affordance refers to “what it is possible to express and represent easily. How a mode has been used, what it has been repeatedly used to mean and do, and the social conventions that inform its use in context shape its affordance.” As for the Efolio, it is easy to express oneself with all of the layouts, options for colors in style and font, fonts, images, links, attachments, etc. However, it is also easy to go overboard and do too much. One must think conservatively and simple in the professional world. It is easy to print the pages, it is easy to organize and add pages. It is easy to add information at any time.

The conventions of this medium are similar to a portfolio but also similar to a blog and/or website. There is focus on grammar, spelling, syntax, etc. but also on thesis and paragraph organization. What is the purpose, tone, audience of this piece? Is the language professional? Are irrelevancies edited out? Questions like these that a teacher might ask for a memoir, a slam poem, an essay, or any piece of writing can also be asked of an Efolio.